Alexis Beas

Designer

alexisbeas.com

(479)831-3804

alexisdenisebeas@gmail.com

Experience

CenterRock Advertising Design Lead

August 2018 – present

• Collaborate with Creative and Digital Directors to produce innovative products and solutions for clients and the agency.

• Design websites using UX/UI strategies and practices, while also managing international developers and instructing site development based on the finalized mockups.

• Create month-to-month assets (social graphics, display ads, website promos, email campaigns, print deliverables, etc.) for clients through cross-platform advertising in alignment with brand guidelines and specifications.

• Conceptualize and redesign branding for new and existing clients.

University of Southern California Graphic Design Internship

September 2017 – May 2018

• Produced and updated creative assets requested by the University using the established brand guidelines and resources.

• Managed and maintained the University's website using Adobe Dreamweaver.

• Prepared and designed emails for University output.

Weldon William's & Lick, Inc. Graphic Design Internship

May - September 2015 - 2017

• Produced and updated print designs intended for mass production.

• Handled company designs for internal distribution.

Education

Bachelor of Arts in Graphic Design

Roski School of Art and Design, University of Southern California

August 2015 – May 2018

Graphic Design

University of Arkansas – Fort Smith

August 2013 – May 2015

Programs

Adobe Creative Suite (Indesign, Illustrator, Photoshop, and XD)
Asana
Bannersnack
Beepro
FTP (Filezilla, Cyberduck, CPanel)
Final Cut Pro X

Google Suite
Google Web Designer
IMovie
InShot
InVision
Keynote
Microsoft Office
Slack

Social Media Platforms (Facebook, Instagram, Snapchat, TikTok, Tumblr, and Twitter)
Text Editors (Sublime, Visual Code Studio, and Atom)
Website Editors (Ionos, GoDaddy, Squarespace, Weebly, Wix, and Wordpress)

Professional Skills

Branding
Concept Development
International Communication
HTML / CSS
Project Management
Backend Site Maintenance
Photography

Photo Editing
Video Editing
Visual Design
UI / UX Design
Web Hosting Management
Web Design
Wireframing